

**IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE**

RESPONSE UNDER 37 C.F.R. 1.111

Applicant: Cannon
Serial No.: 09/814,622
Filed: March 22, 2001
Title: METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING
OPTIMIZATION

Docket No. CANN-0208
Group Art Unit: 2162
Examiner: Fleurantin, Jean

**RESPONSE TO OFFICE ACTION
DATED November 16, 2006**

Mail Stop Amendment
The Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following is responsive to the Office Action mailed November 16, 2006.
Applicants respectfully request reconsideration of the application in view of the following:

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 13 of this paper.